

## TWO NEW REPUBLIC MODELS ANNOUNCED

"Yellow Chassis Invincible" Is 2 1-2 Ton—"Dreadnaught" Is 3 1-2.

Visitors to the big motor truck show have a splendid chance to see how well engineers and production experts of the Republic Motor Truck Company, Inc. have availed themselves of the opportunities afforded them in the building of thousands of trucks for war service.

The two new Republic models, the "Invincible" and the "Dreadnaught," now on display at the Coliseum for the first time, embody all that is new and desirable in truck construction. They are striking examples of the progress that has been made in motor truck design during the war period and will at once impress even the casual observer with their sturdiness and thorough manufacture.

Model 15, the "Yellow Chassis Invincible," is Republic's latest offering of two to two and a half ton capacity. It meets the requirements of a large number of businesses.

### Has Oversize Parts.

Model 20, christened the "Yellow Chassis Dreadnaught," has been designed to fill the need for a moderately light weight truck capable of performing strenuous heavy duty work. It is built to carry a capacity load of three and a half tons, but its oversize parts and many extra factors of safety bespeak an inherent stamina that pays small attention to a considerable overload.

Both new Republic models are of generous proportions and perfectly balanced. The standard wheelbase of the Invincible is 141 inches and that of the Dreadnaught 145 inches. Dreadnaught is also furnished with a 185 inch wheelbase at an additional charge. The motors of both trucks are Continental Diesel Seals, famous for their great power, economy and reliability. The motor of the smaller model is a four cylinder, 4 1/2 by 5 1/2 inches, rated at 28.88 horsepower, according to S. A. E. formula, at 1,000 revolutions. The three and a half ton model uses a four cylinder, 4 1/2 by 5 1/2 inches, rated at 35.56 horsepower, according to S. A. E. formula, at 1,000 revolutions. The cylinders are of the I head type and are cast in pairs. The crank shaft is of the three bearing type, with all bearings attached to upper half of crank case.

Special alloy steels have been used lavishly throughout the design of these new models. From the pressed steel frame to oil pump driving shaft and gear, with different specifications and strength adapted to the different work. Only high grade steels and the best of casting materials obtainable are used throughout the construction of these "Yellow Chassis" models.

Important refinements in radiation will be of especial interest to present and prospective truck owners. The exclusive Republic armored type radiator has been increased in size, giving a frontal area of 450 square inches on the "Invincible" and 600 square inches on the "Dreadnaught."

### Four Speed Transmission.

The four speed transmissions, another outstanding feature of the new Republics, is an important factor in the moving of heavy loads. It provides for a wider application of motor effort, offering a more efficient solution of every driving requirement. An extra low gear furnishes greater tractive effort, giving the truck remarkable ability in overcoming bad road conditions and in starting with heavy loads. Moreover, this transmission provides speeds intermediate for use on low grades where there is a medium uphill pull. The fourth speed provides an economical direct drive for ordinary running.

From the motor the drive is through the clutch of the multiple disc type to the four speed gear box located in unit with the motor, and then by propeller shaft to the rear axle.

As in all other Republic models, these new trucks feature the Torbenen internal gear drive rear axle. A solid forged steel I beam carries the entire load; the



F. W. RUGGLES.

driving mechanism is entirely separate from the axle and does nothing but drive the truck. Power is applied near the rim of the wheel, gaining greater leverage for hard pulls.

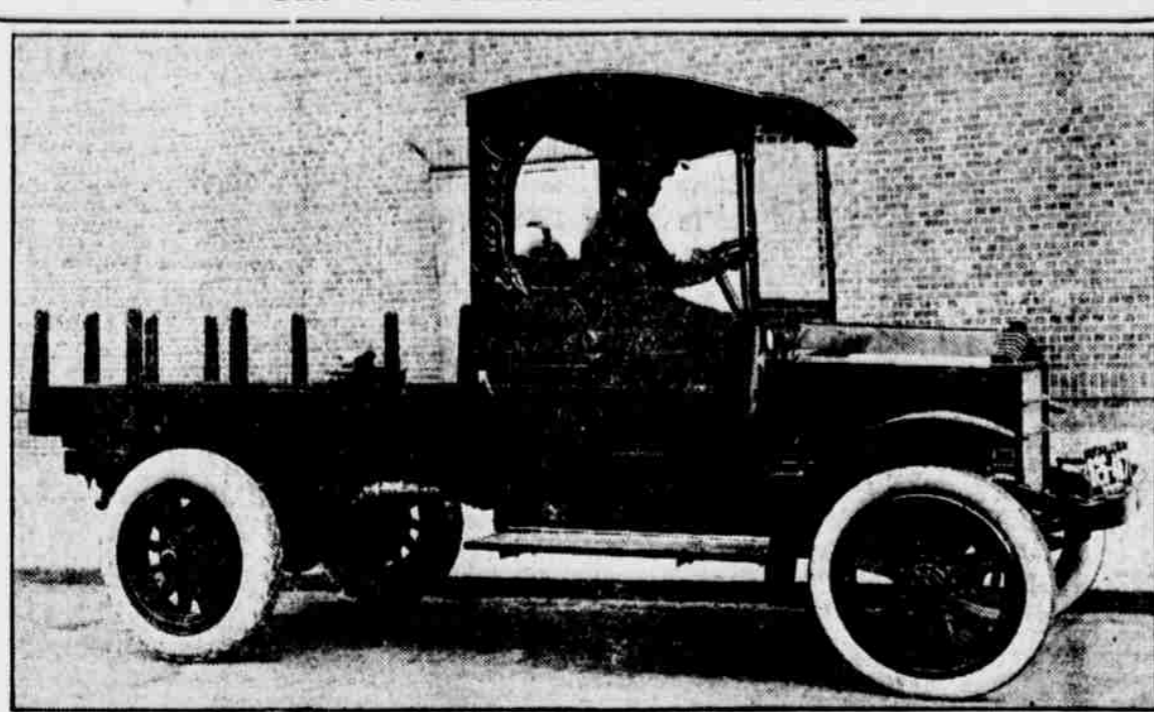
The gigantic pulling power of this drive, which applies 92 per cent. of the motor power directly to the wheels, makes Republic trucks an efficient in field hauling or rough road work as on the smooth pavement of the city streets. It also means much to the truck operator in the way of economy of upkeep, conservation of gasoline, long life to tires, freedom from repairs and insurance against loss of service.

**WHY THE MAXWELL IS STURDY.** Walter E. Flanders is probably the only producer of automobiles in the world who keeps in his organization a man whose special job it is to keep constantly in test the mechanical soundness of the products. Flanders has a factory road engineer, Ray McNaught, who chases the models constantly back and forth over the United States. It is in this way that the sturdiness of Maxwell chassis design has been attained.

### SPACE D1 AT THE GARDEN



## One Ton Standard Garford Truck



## DODGE BUSINESS CARS WELL LIKED

Large Corporations Find Them Economical for Light Delivery Work.

The business car department of Col-Stanton Company, Dodge Bros. traces the unusual activities in inquiries and sales of the Dodge Bros. business cars to the return of the troops to their old positions in the commercial world and to the public good will. Hardly a day passed that one of the Col-Stanton field salesmen does not trace the origin of a sale to the fact that some one associated with the concern buying the car has voiced his opinion on Dodge Bros. products, their unusual performance and their dependability in the service. Many of these men openly declare that Dodge Bros. car was one of the most dependable motor vehicles used in the war. Its ability to stand up under all conditions and "carry on" has won for it worldwide recognition. The Col-Stanton Company is selling

Dodge Bros. business cars to every line of business needing an efficient and economical method of light delivery—telephone companies, oil companies, silk houses, butchers, bakers, clothiers, undertakers, taxis, etc. In a number of cases special bodies have been mounted on Dodge Bros. chassis for those having a particular need.

In the past many a business man has been satisfied to have his trade mark or name over on his window, and in some instances he has had stationary bulletins along the road. His points of view on this subject to-day, however, have been revolutionized. He places vital importance in real up to the minute signs. The thirty-six odd square feet of panel on Dodge Bros. business cars offers a splendid opportunity for display. Some of the designs used by those operating these cars are works of a high degree of art.

The Col-Stanton Company states that many Dodge Bros. business cars are being sold to transportation companies operating fleets of three to five ton trucks. In discussing this subject with traffic managers of large companies and corporations we find, from accurate records, that many dollars are saved by using the Dodge for feeding material to a designated point where the larger trucks are loaded.

This is but one of the many uses which these cars are being put to. Just the other day the Standard Oil Company sent one of its cars on a special mission to Washington.

## COMMERCE OFFICIALS HERE.

Government Accepted Their Chassis Without Changes.

While the Commerce Motor Car Company is not exhibiting at the truck show, Major George D. Wilcox, director of sales and advertising, W. H. Brinkerhoff, Eastern district manager, and H. C. Brafield, advertising counsel for the company, are here at the Hotel Pennsylvania. They have a highly interesting story for prospective dealers, according to reports around the hotel, where truck magazines congregate.

The Commerce Motor Car Company has been a heavy manufacturer for the Government of its standard chassis, which was used to haul machine gun equipment. The Commerce, it is said, is the only chassis to have been adopted by the War Department for "Government use" just as it was manufactured for commercial trade, except that pneumatic cord tires were substituted for solids.

Major Wilcox commanded the Detroit motor division for the War Department and supervised the manufacture, inspection and delivery of more than fifty thousand motor vehicles. He showed a telegram he had just received from Col. Demie, Chief of the Motor Transport Division, which brands as a falsehood all rumors that the Government intends to dispose of any of its passenger cars or trucks to the public by auction or otherwise.

**ADVANCE TIRES POPULAR.** Factory in Brooklyn Has to Expand Its Facilities.

One of the most interesting exhibits of the necessary division is that of the Advance Rubber Company, Eighteenth street and Eighth avenue, Brooklyn, manufacturers of Advance tires. This concern, starting in a modest way a few years ago, has come to the front so rapidly as manufacturers of a durable tire, and the demand for its product is becoming so great that it finds it necessary to expand on an extensive scale.

The plant is being entirely renovated and will be equipped with the newest and most up to date machinery for the manufacture of high grade tires.

The concern has made arrangements with Robert Lee Gray, Inc., 1834 Broadway, Manhattan, and the Advance Rubber Tire Company, 1015 Bedford avenue, Brooklyn, as sales agents for the distribution of a large portion of its output.

## GARFORD SERVICE AMONG THE BEST

Three Well Equipped Stations Here Provide Every Facility.

By W. H. MOORE.

General Manager of the New York Branch Garford Motor Truck Company, Inc.

No word in motor vehicle parlance has been more misused and abused than the word service, and yet there is no one word of greater importance or of more significance to the motor truck user. It is the final analysis, the foundation upon which the successful merchandising of all motor trucks must stand. It may be said that upon this "word" success or failure depends.

There are to-day a number of good trucks on the market, differing perhaps slightly in construction and design, but all coming up to a high standard of perfection, with prices about the same. By what method then is the prospective buyer to make a selection? By the eloquence of a clever salesman? No. By the personal friendship of the dealer? No. By the standing of the manufacturer? Not entirely so.

When the prospective buyer has settled upon four or five different makes of trucks he will then make a thorough investigation of the service facilities offered by the dealers handling these particular makes of trucks and will be governed largely not only by their ability to give "service" but their willingness to do so as well.

The motor truck is purely a medium of transportation and must be dependable. The majority of large business houses have their business so standardized as to maintain a regular schedule, and a truck which is scheduled to perform a certain part of this work must take its place and must be ready to perform that "service" or the machinery of the entire delivery system becomes clogged. Congestion, loss of business, loss of prestige and untold annoyance are the result. Therefore all motor trucks must be supported by the most efficient and prompt "service."

The Garford Motor Truck Company, realizing this condition, is now operating for the benefit of its customers three of the most thoroughly equipped and well arranged service stations in Greater New York. Every possible effort is made to accommodate Garford customers.

## SAW SERVICE IN FRANCE.

Lauraine Magnetos Were Used by Georges Carpentier.

One of the first Lauraine magnetos, now on exhibition at Madison Square Garden, saw service on the automobile driven along the French front by Georges Carpentier, the French boxing champion.

Michel Feldine, inventor of the Lauraine and president of the Lauraine Magneto Company, sent Carpentier the first machine turned out at the Menominee, Mich., factory. He knew Carpentier and had received an urgent request from the champion to help him rid his machine of everything alien. "The only thing German on the French front is the magneto on my car," wrote Carpentier. "Send me the first anti-Boche magneto you make and you will be doing your bit for France."



## See the Oneida at the Truck Show

Not a new truck—not just "another" truck—but a truck that combines time-tried engineering fundamentals with new features not found on other trucks.

On exhibition at SPACE E-1

Madison Square Garden

The West Motor Company sells the Oneida Truck in 19 Eastern States. A long-term contract insures close factory co-operation, ample deliveries, and fair prices. 30 to 50 chassis always in stock in New York.

Dealers wanted in Open Territory.

Call at Space E-1 for catalog, prices, and dealer proposition.

WEST MOTOR COMPANY, INC. NEW YORK CITY

19th to 20th Streets on Avenue B Telephone Connection at the Show

1-1 1/2-2-3 1/2-5 Ton Models

# ONEIDA TRUCKS

## How GMC Prices Were Lowered

That GMC prices were—and could be—lowered without being reduced at the expense of quality, is one of the rewards of war production.

The war brought many hardships and many advantages; also its recompense.

It drove home the lessons of standardization and quantity production.

To meet the War Department's need for motor trucks the GMC Factory reached an enormous production—making its own trucks—GMC Trucks selected and standardized by the government—not those designed by others.

With the war-time demand at an end, it is a simple matter to turn production into commercial channels.

The same quality; the same manufacturing methods, with every advantage gained through improved facilities, are and will continue to be for the benefit of GMC customers.

Price reduction is one of the advantages gained—gained without sacrificing quality in the slightest particular.

Therefore it, too, shall be passed on to the customer.

GENERAL MOTORS TRUCK COMPANY Pontiac, Michigan

New York Branch: 57th St. and 11th Ave.

# GMC TRUCKS



## FLEXIBILITY

Their smoothness of action and easy flexibility, even under the heaviest loads, are due to perfect control over tremendous power—MACK control over MACK power.

Because of their consistent performance ability, MACK trucks have become an essential part of the transportation scheme of this country.

Capacities 1 to 7 1/2 tons.

International Motor Company NEW YORK

PERFORMANCE COUNTS